

FILE

MARCH 3

1969 fashion calendar

29th year • issued weekly

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MARCH 3, 1969</u>			
Saturday March 1 12:00 Noon- 8:00 P.M.	FASHION FLEA MARKET AND AUCTION Fund-raising event to benefit Fashion Therapy, Career Course in Harlem, People-to-People, and other programs. Fashions, home furnishings, books, paintings, etc. Auction at 8:00 P.M. Auctioneer: Henry Morgan. Chmn: Mary Brown, Hill & Knowlton. Admission: \$1.00. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	LOYOLA SCHOOL 980 PARK AVE. & 84TH ST
Saturday March 1- April 30	TAPESTRY EXHIBIT Exhibition of banners and tapestries by Sylvia Carewe. Preview: Sat., March 1, 4:00 - 7:00 P.M. Contact: YU. 8-0004.	COMMUNITY CHURCH	40 EAST 35TH STREET AT PARK AVENUE
Sunday March 2- March 5	ANNUAL TOY FAIR Sixty-sixth annual Toy Fair. Also at 2 Penn Plaza. Contact: Frank Gavitt, CH. 3-8508.	TOY MANUFACTURERS OF AMERICA(200 FIFTH AVE.)	STATLER-HILTON HOTEL; 200 FIFTH; 1107 B'WAY
Tuesday March 4 11:00 A.M.	OPENING OF FALL KNIT COLLECTION Preview of imported knits. Produced by Dorothy Summin. By invitation. Contact: Herb Friedland, WI. 7-2170.	CAPRIEL KNIT IMPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday March 4 4:00 P.M.	PREVIEW OF FALL MENSWEAR "Season V"--Fall-Winter collection. By invitation. Contact: William Flink, 226 West 58th Street, 246-7859.	BILL BLASS FOR FBM	PHILHARMONIC HALL LINCOLN CENTER
Tuesday March 4- April 13	OPENING OF REALIST PAINTING EXHIBIT Paintings and drawings by American realist William Sidney Mount (1807-1868). (Press Preview: Mon., March 3, 10:00 - 5:00.) Public Relations: Leon Levine or Doris Palca, 249-4100.	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
Wednesday March 5 12:30 P.M. Luncheon	SPRING COLLECTION AT LUNCHEON SHOW Showing of Sony Schotland's Spring collection. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	GOLET ORIGINALS (225 WEST 37TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 5 2:30 P.M.	INTERNATIONAL MENSWEAR DESIGNERS' CONFERENCE Interviews with Oleg Cassini (New York), Antonio Cerruti (Milan), Peter Golding (London), Alexander Shields (New York), Angelo Vitucci (Rome), Robert Weil (Philadelphia). Each designer will present his current fashion philosophy and future directions. Moderator: Chip Tolbert, Fashion Director, Esquire. Cocktails at 4:30 P.M. By invitation. Contact: Bob Weiner, The Public Relations Board, TN. 7-3150.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 5- April 27	ART EXHIBIT BY WILLEM DE KOONING Public Relations:	THE MUSEUM OF MODERN ART Elizabeth Shaw, 245-3200.	11 WEST 53RD STREET FIRST FLOOR
March 6	8:30 A.M.--EVAN-PICONE FALL SPORTSWEAR AT 500 CLUB.	Contact: Merise Hickey, LO. 4-7375.	
Thursday March 6 11:30 A.M.	PREVIEW OF SPRING FASHIONS BY CURIEL Showing of collection by Gigliola Curiel of Milan. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 6 4:00 P.M.	FALL MENSWEAR SHOWING By invitation only. Contact: Pamela Parker, 563-4920.	JOHN WEITZ (40 WEST 55TH STREET)	FOUR SEASONS 99 EAST 52ND STREET
Thursday March 6 9:30 P.M. Champagne	PREVIEW OF NEW MEN'S BOUTIQUE Complete collection of men's fashions and accessories, designed by Richard Miller. Commentator: Bobby Short. Show at 10:00 P.M. By invitation only. Publicity: Betty Lee Hunt Associates, 202 West 40th Street, 736-0496.	KEITH LTD. (1100 SECOND AVE.)	EXCELSIOR CLUB AT 57TH STREET
Saturday March 8- March 16	FIFTY-SECOND INT'L FLOWER SHOW Theme: "The Color of Spring." Hours: 10:00 - 10:00 daily, except March 8, March 9: 1:00 - 10:00. Price: \$2.75; children: \$1.00. Contact: John Clayton, Freystadt Associates, 371 Lexington Avenue, 687-2920.	N.Y. HORTICULTURAL SOCIETY	N.Y. COLISEUM COLUMBUS CIRCLE
Saturday March 8- March 16	SPORT, CAMPING, VACATION, TRAVEL SHOW International showcase of sports, camping, travel and vacation displays. Hours: 11:00 - 10:00; Sun: 1:00 - 7:00; Daily, 1:00 - 10:00. Price: \$2.50; children: \$1.50. Publicity: Stan Schweiger, 582-3066.	INTERNAT'L SPORT & CAMPING SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Sunday March 9- March 12	FALL 1969 MARKET WEEK "The Look is Boutique". Fashion Shows: Mon., March 10, Tues., March 11, 8:00 A.M., Grand Ballroom, McAlpin Hotel. Dinner-Dance: Sun., March 9, 7:00 P.M., Terrace Room, Hotel New Yorker. Contact: Robert Gur-Arie, 10 West 33rd Street, 594-5130.	BOYS' & YOUNG MEN'S APPAREL MFRS ASSN	HOTEL McALPIN B'WAY & 33RD STREET
Monday March 10 9:30 A.M. Breakfast	PRESS PREVIEW: IRISH READY-TO-WEAR Sixteen ready-to-wear collections, including knitwear for Fall 1969. By invitation. (Thereafter by appointment, March 10-21, Warwick Hotel, 6th Ave. & 54th St.) Contact: Brigid Greene, 265-5230. Publicity: Sue Gardner, TR. 7-4952.	IRISH EXPORT BOARD (590 FIFTH AVENUE)	IRISH PAVILION 130 EAST 57TH STREET
Monday March 10 1:00 P.M. and 6:00 P.M.	MEN'S INTERNATIONAL FASHION COLLECTION "Return to Elegance"--Spring-Summer men's international collection. In- formal showings: 1:00 - 2:00 and 6:00 - 7:00. Press invited. Open to public. Publicity: Effie Apelast, OX. 5-4000 Ext. 208.	OHRBACH'S	"IN SHOP" DOWNSTAIRS STORE
Monday March 10 3:00 P.M.	PRESS PREVIEW: SPRING- SUMMER COLLECTION By invitation only. Contact: PL. 5-5105. Publ: Eleanor Lambert, MU8-2130.	SCAASI	26 EAST 56TH STREET SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 10 3:00 P.M.	SPRING-SUMMER HAIR FASHIONS Presentation of Spring-Summer coiffures. Fashion Director: John Bernard. Press by invitation. Tickets: \$20.00. Contact: Richard at The Carlton, 22 East 62nd Street, 751-6240. Publicity: Marsha Gerber, 136 East 55th Street, PL. 2-2254.	INTERCOIFFURE- AMERICA	HOTEL PIERRE GRAND BALLROOM
Monday March 10- March 15	ITALIAN ACCESSORIES MARKET IN FLORENCE First accessories market showing of luggage, handbags, umbrellas, scarfs, stockings, jewelry, gloves, hats, belts, sunglasses, boutique accessories. Contact: Secretariat, Via Tornabuoni, 1, Florence, Italy.	AC/MA.I.T.	CARLTON; VILLA MEDICI FLORENCE, ITALY
Monday March 10- March 15	NEW YORK ANTIQUES FAIR Hours: 1:00 - 10:30 P.M.; Sat., 1:00 - 6:00 P.M. Admission: \$2.50. Publicity: Mary Osborne, 683-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Tuesday March 11 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Preview for press of Bergdorf Goodman's import fashions. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 11 3:00 P.M.	SHOWING OF IMPORT FASHIONS By invitation only. Contact: PL. 3-6821.	CHEZ NINON	487 PARK AVENUE SALON
Tuesday March 11- April 27	OPENING OF ART EXHIBIT Paintings, drawings, photographs by Charles Sheeler. (<u>Press Preview: Mon., March 10, 10:00 - 5:00.</u>) Public Relations: Leon Levine or Doris Palca, 249-4100.	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
Wednesday March 12 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Spring collection by Mario Forte. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	HANDMACHER-VOGEL (533 SEVENTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 12 3:00 P.M.	SHOWING OF SPRING- SUMMER FASHIONS By invitation. Contact: Aerial Eweson, 838-4302.	NINA DIMOS	36 EAST 61ST STREET SALON
Wednesday March 12 5:00 P.M. Cocktails	SPRING-SUMMER ITALIAN COLLECTION Collection by Ognibene-Zendman. By invitation. Thereafter by appointment. Contact: Nubia Braschi, PL. 5-2340.	MODA ROMANA	ST. REGIS MEZZANINE
Thursday March 13 10:45 A.M.	PRESS PREVIEW: FALL COLLECTION Doris A. Weston presents Wohl Fashion Reflections for Fall 1969. Show promptly at 11:00 A.M., followed by champagne brunch. By invitation only. Contact: Elaine T. Norwood, WI. 7-5954.	WOHL SHOE CO.	WALDORF-ASTORIA LOUIS XVI SUITE
Thursday March 13 5:30 P.M.- 7:00 P.M.	PRESS PREVIEW: VALENTINO COLLECTION Showing of originals and copies from Valentino's Spring collection. By invitation. Publ: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR CONTEMPORA SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 13- March 21	"SWEDISH FASHION-- FALL '69" Women's, men's, children's fashions by: Almedahls, Annamodeller, Deha, Rudholms, Tonnie-modeller, Ivar Wahl, Bevell, Hettemarks, Lesslie, Schlasbergs, Swedish Look, Tornvalls, B.S. Janson, Melka, Tedder, Annamodeller, Konfex, Rang, Schlasbergs, Nordisk Fashion. Contact: Bo Lindner, 661-3300. (Press Show: Fri., March 14, 10:00 A.M. and 2:30 P.M., by invitation.) Fashion Show Director: Rosemary Sheehan. Press Contact: Eli Weissman, Swedish Information Service, 161 East 42nd Street, 661-3300.	SWEDISH READY-TO-WEAR MANUFACTURERS	HOTEL GOTHAM INDIVIDUAL SUITES
March 14	10:00 A.M. & 2:30 P.M. - SWEDISH READY-TO-WEAR PRESS SHOWS (see above)		
Sunday March 16- March 19	MEN'S FASHIONS FOR FALL '69 Menswear for Fall '69. Contact: Seymour Schimel, Executive Director, NAMSB, 185 Madison Avenue, MU. 9-7420.	NATL ASSN OF MEN'S SPORTSWEAR BUYERS	NEW YORKER HOTEL
Monday March 17 9:30 A.M.	PRESS PREVIEW: IMPORT FASHIONS Spring-Summer European couture fashions and line-for-line copies. By invitation only (invitations will be issued). (For Release, Tues., March 18) Also showing, Wed., March 19, 12:45 P.M., by invitation; second show, open to public, 5:45 P.M. (Westbury, Thurs., March 20, 12:45 P.M., 2nd floor; Bergen Mall, Paramus, Fri., March 21, 12:45 P.M., 2nd floor.) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Monday March 17 1:00 P.M.- 3:00 P.M.	SPRING-SUMMER COLLECTION Informal modeling at New York store. (Tues., March 18, 1:00 - 3:00, 155-10 Jamaica Avenue; Wed., March 19, 2:30, 1209 Chestnut Street, Philadelphia; Mon., March 24, 2:30, 40 Winter Street, Boston.) Open to public. Contact: Mariette Schumacher, 679-8600.	ROAMAN'S	20 WEST 39TH STREET
Monday March 17- March 19	1969 BEAUTY SHOW Professional beauty show and exhibit of new beauty products. Contact: Clifford Cothren, PL. 7-9050.	INTERNAT'L BEAUTY SHOW (16 WEST 46TH STREET)	N.Y. HILTON HOTEL
Monday March 17- April 18	IRISH FALL READY-TO-WEAR Showings of dresses, coats, suits by Strelitz of Ireland. By appointment. Publicity: Ruth Hammer Associates, 246-4818.	STRELITZ OF IRELAND	ST. MORITZ HOTEL PRIVATE SUITE
Tuesday March 18 9:00 A.M. Breakfast	PRESS PREVIEW: SPRING MENSWEAR Men's international couture for Spring by Valentino, Mr. Fish, and from the Tomorrow Shop. Show at 9:45. By invitation. (Public Shows: Mon., March 24, 6:00 & 8:00 P.M., 3rd floor. Commentator: Robert Green.) Public Relations: Walter Hauser, PL. 3-1542.	ALEXANDER'S	ST. REGIS LIBRARY
Tuesday March 18 2:00 P.M.	OPENING OF EARLY FALL COLLECTION Showing of coats, suits, costumes. Also March 20, 25, 27 at 2:00. By reservation. Contact: Miss Lorna or Miss Ruth, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 19	12:45 P.M. - OHRBACH'S IMPORT SHOW (by invitation only)--See page 4		
Wednesday March 19 4:30 P.M.	"DESIGN AMERICA" FASHION SHOW Fall fabric collection presented in an inspirational group of fashions by young designers--Association for Creative Design America, Inc. Fashion Coordinator: Casey Tolar. Marketing Director: Joseph Gaines. By invitation. Contact: OK. 5-1445.	ALAMAC KNITTING MILLS (1412 BROADWAY)	HOTEL PIERRE BALLROOM
March 19	5:45 P.M. - OHRBACH'S IMPORT SHOW (open to public)--See page 4		
Thursday March 20 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring Promenade"--showing of fashions by: Stan Herman for Mr. Mort; Lawrence of London; Kasper for Joan Leslie; Wilson Folmar; Malcolm Starr by Elinor Simmons. Reservations (\$5.75): PL. 9-7010. (Bring merchandise for ASPCA Thrift Shop) Fashion Show Director: Mary Alice Rice, PL.2-5726.	FIVE MANUFACTURERS	HOTEL PLAZA TERRACE ROOM
March 20	12:45 P.M. - OHRBACH'S IMPORT SHOW AT WESTBURY, L.I.--See page 4		
March 20	2:00 P.M. - ORIGINALA (2nd show) 512 Seventh Avenue, BR. 9-8988		
March 21	12:45 P.M. - OHRBACH'S IMPORT SHOW AT BERGEN MALL, PARAMUS, N.J.--See p. 4		
Sunday March 23- March 26	SEMI-ANNUAL SHOE FAIR National Footwear Manufacturers Assn., National Shoe Retailers Assn., Volume Footwear Retailers of America, New England Footwear Association. Contact: Edward A. Launzel, 594-7606.	NATIONAL SHOE FAIR (NEW YORKER HOTEL)	STATLER-HILTON;McALPIN; NEW YORKER HOTELS
Sunday March 23- March 26	MARKET WEEK IN DENMARK Seventh Scandinavian Market of ready-to-wear from Norway, Sweden, Denmark, Finland for Fall-Winter 1969-70. Contact: Colvin, Kaplan, Ross, 743 Fifth Avenue, PL. 3-2382.	SCANDINAVIAN FASHION WEEK	BELLA CENTER COPENHAGEN, DENMARK
March 23- March 28	MEN'S AND BOYS' FALL-WINTER APPAREL MART Merchandise Mart, Chicago, Illinois, 312-527-4141		
Monday March 24 11:00 A.M. and 3:00 P.M.	INTERNATIONAL SPRING FASHION SHOWS International Spring fashion shows for benefit NYC division American Cancer Society. Press Show: 11:00, by invitation. Chmn: Mrs. Edward F. Hutton and Mrs. Edwin I. Hilson. Hon. Chmn: Duchess of Windsor. Prices: \$10.00 (reserved); \$5.00. Public Relations: Alexandre Tarsaidze, Serge Obolensky Associates, 421-8266. Publicity: Walter Hauser, PL. 3-1542.	ALEXANDER'S	3RD FLOOR
Monday March 24 5:00 P.M.- 7:00 P.M.	PREVIEW OF FALL KNIT COLLECTION Informal presentation of Cisa's Fall collection for press and buyers at the home of Mrs. Donna Birenbaum, president of Cisa (Imports International). By invitation. (Thereafter continuous at showroom, 25th floor.) Contact: BR. 9-3904. Publicity: Ruth Hammer Associates, 246-4818.	CISA (1410 BROADWAY)	226 EAST 61ST STREET BETWEEN 2ND & 3RD AVES
March 24	6:00 & 8:00 P.M. - ALEXANDER'S MENSWEAR SHOWINGS (see March 18, page 4)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 24	OPENING OF FALL COLLECTION Continuous daily showings of the 1969 Fall collection of imported knit fashions. Contact: WI. 7-8130.	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
March 25	2:00 P.M. - ORIGINALA (3rd show)	512 Seventh Avenue, BR. 9-8988	
Tuesday March 25 5:30 P.M.	PREVIEW OF NEW ROOM SETTINGS By invitation. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	8TH FLOOR
Wednesday March 26 11:30 A.M.	CUSTOMER SHOWING OF SPRING FASHIONS Showing of Jerry Silverman collection designed by Shannon Rodgers. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
March 27	2:00 P.M. - ORIGINALA (4th show)	512 Seventh Avenue, BR. 9-8988	
April 3	PASSOVER (April 3 - 10)		
Saturday April 5- April 13	ANNUAL SHOWING OF AUTOMOBILES Over 600 automobiles from the U.S., France, Great Britain, Italy, Japan, Sweden, Switzerland, West Germany will be displayed. "Wonderful World of Wheels", exhibits by oil companies, tire firms, accessory firms. Day-long symposium, "The Automobile: Now and Tomorrow", sponsored by Society of Automotive Engineers, Wed., April 9. Publicity: Gene Graf or Sandy Sprung, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
April 6	EASTER SUNDAY		
Wednesday April 16 3:00 P.M.	PRESS PREVIEW: MADE-TO-ORDER FURS Press preview of custom-order furs designed by Emeric Partos. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Saturday April 19- April 23	SKI FURS: MEN, WOMEN, CHILDREN Daily continuous showings of fur parkas, skicoats, sportcoats, hats, and apres-ski wear for men, women, children. Refreshments. (Preview, by invitation, Mon., April 21, 9:00 A.M.) Contact: Al Gompertz, 736-8516. Publicity: Lisa Curtis, 684-7444.	MR. FRED FOR FUR AND SPORT	224 WEST 30TH (2 BLKS FROM STATLER-HILTON)
Saturday April 19- April 23	ANNUAL SNOW SHOW More than 80 manufacturers and importers will show ski and winter sports apparel, equipment, footwear, accessories. Contact: Doris Taplinger, 874-3030.	SKI COUNCIL OF AMERICA (415 MADISON AVENUE)	THE NEW YORKER HOTEL 8TH AVE. & 34TH ST.
Saturday April 19- April 24	SIXTEENTH ANNUAL SKI TRADE SHOW One hundred sixty-four member firms will show ski apparel, equipment, footwear, accessories. (Chicago, Fri., March 21-24, La Salle Hotel; Los Angeles: Sat., March 29 - April 2, Ambassador Hotel.) Contact: Ralph des Roches, 689-1266.	SKI INDUSTRIES AMERICA (432 PARK AVENUE SOUTH)	STATLER-HILTON HOTEL 7TH AVE. & 33RD ST.

1970

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